

 *E-Mail*  
**DISTRIBUTION:**

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

*Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet*

<u>Sales</u>	<u>Retail</u>
1221	1222
1222	1223
1223	1226
1224	1229
1225	ROM
1226	PC
1229	SC
1240	MC
1244	PA
<i>AE</i>	
<i>JM,FP</i>	RSM RBM

51847 1912

# RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD  
Region Operations Mgr  
150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

April 18, 1997

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

JUNE PROMOTION (#700272): DORAL B2G1F

Dear Paul:

*Doral B2G1F pre-sleeved* product in quantities listed below has been ordered to cover the above promotion for display shipment to your participating retail accounts. 1050 SKUs of shipper Displays (item #525101) have been ordered to Consolidated Industries to pack this Promotion.

*Product PO Numbers:*

PO Number	Product / State	#/Cases Per Style				EFT \$ Amount
		FF BOX	LT BOX	FF 100	LT 100	
	<b>UPC Code</b>	12300- 24065	12300- 24065	12300- 24065	12300- 24065	
ER1345-01	B1G1F/CT	4	4	2	4	\$2,048.55
ER1346-01	B1G1F/MA	8	8	4	8	\$3,441.93
ER1347-01	B1G1F/NH	1	1	0	1	\$506.49
ER1348-01	B1G1F/NJ	2	2	1	2	\$1,087.28
ER1349-01	B1G1F/NY	29	29	16	29	\$14,515.33
ER1350-01	B1G1F/OH	1	1	0	1	\$509.19
ER1351-01	B1G1F/PA	24	24	12	24	\$13,727.77
ER1352-01	B1G1F/RI	1	1	0	1	\$409.29
	<b>TOTALS</b>	<b>70</b>	<b>70</b>	<b>35</b>	<b>70</b>	<b>\$36,245.83</b>

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B2G1F  
McLane NE

<u>Product Arrival:</u>	<u>May 12, 1997</u>
<u>Shipper Displays Arrival (Consolidated):</u>	<u>May 15, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of June 2, 1997</u>
<u>Item #520844 (Sleeves for Display Assembly)</u>	
<u>SKU CUBE:</u>	<u>0.9960</u>
<u>SKU WT (w/o Product):</u>	<u>1.7200 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>21 Offers</u>

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.  
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.  
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.  
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.  
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)  
4.9 Savings Cartons (if additional live pack is NOT added to Display)

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- \* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)  
BRAND STYLES: *DORAL FF Box / DORAL Lt Box / DORAL FF 100 / DORAL Lt 100*
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- \* ONE COPY OF THE ATTACHED 'RETAILER LETTER'  
(USE ENCLOSED 'RETAILER LETTER' TO MAKE NECESSARY COPIES)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.  
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;  
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**  
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

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B2G1F  
McLane NE

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$1,200.50 (85.75 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotions Coordinator

/jc

cc: R. Moore / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

*ROUs: 1110 / 1210 / 1310 / 1710*

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for chains on attached Excel spreadsheet*

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110/1210/1310/1710 - DISTRIBUTE TO APPROPRIATE CHAIN MANAGERS

McLANE NE

JUNE: DORAL B2G1F / PROMOTION #700272

**RETAIL DISTRIBUTION DATE: 6/2/97**

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	N.J.	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	269	See List	290	1	2	22			2	6	91		163	3	
BP OIL	45	See List	46										46		
CIRCLE K	40	1	40	5		26		1	8						
COASTAL MART	35	1	35								9		26		
COOKS CONVENIENCE	8	See List	12									12			
CONVENIENCE EXPRESS	5	1	5										5		
COUNTRY FAIR	70	See List	96									12	8	76	
DAIRY MART	116	1	116	28		35						19		27	7
EXPRESS MART / PETR-ALL	40	See List	41									41			
F.L. ROBERTS	17	See List	27	8		19									
J MART	8	1	8										8		
KRAUSZERS	12	1	12	12											
MANLEY'S MART	11	See List	22									22			
MOBIL	80	1	80	10		17			10	7	32		2	2	
MOHAWK OIL	5	See List	6									6			
RED BARREL	23	See List	29									29			
7/11 - HANDEE MART	26	1	26					1		9			16		
SUGARCREEK	92	1	92									92			
SUNRISE FOOD	20	See List	23									23			
INDEPENDENTS & SMALL CHAINS	38	See List	43	1		4	3		2	5	21		6	1	
<b>TOTALS</b>	<b>960</b>		<b>1049</b>	65	2	123	4	1	22	36	413	8	362	13	0

(MC-DORB2.XLS)4/18/97

(McLANE NO LONGER SHIPS TO DE/ KY/ OH(\*Exception: 8 OH/C.FAIR STORES/ MI/ MD

cc: J. Piscitelli / J. Rago

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